

THE UNIVERSITY OF CHICAGO

1. A computerized system for awarding credits to persons who book travel-related reservations, comprising:
 - a) receive means for receiving information, comprising:
 - i) means for receiving a booking format which includes a plurality of fields, one or more of the fields including information identifying a travel-related reservation; and
 - ii) means for receiving a code identifying a person who booked the travel-related reservation; and
 - b) record means for awarding incentives based on travel-related reservations, comprising:
 - i) means for specifying an identification of the person corresponding to the code; and
 - ii) assignment means for assigning cumulative credits to the person identified by the code based upon the travel-related reservation.
2. The system of claim 1 wherein the record means further comprises verification means for classifying the credits as pending credits until a predetermined event occurs and for converting the pending credits to redeemable credits after the occurrence of the event.
3. The system of claim 1 wherein the record means further comprises verification means for classifying the credits as pending credits for a predetermined amount of time after the assignment of the credits and for converting the pending credits to redeemable credits after the predetermined amount of time.
4. The system of claim 1 wherein the record means further comprises

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- a) first verification means for classifying the credits as pending credits until a predetermined event occurs; and
 - b) second verification means for maintaining the credits as pending credits for a predetermined amount of time after the occurrence of the event and for converting the pending credits to redeemable credits after the predetermined amount of time.
- 5. The system of claim 1 wherein the means for receiving a code comprises means for receiving the code from one of the fields of the booking format.
 - 6. The system of claim 5 wherein the means for receiving a code comprises means for receiving the code from a special instruction field of the booking format.
 - 7. The system of claim 5 wherein the means for receiving a code comprises means for receiving the code from a log-in identifier related to the person.
 - 8. The system of claim 1 wherein the record means further comprises report means for reporting the cumulative credits assigned to the person.
 - 9. The system of claim 8 wherein the report means comprises means for reporting on-line the cumulative credits assigned to the person.
 - 10. The system of claim 8 wherein the report means comprises means for reporting in a hard copy format the cumulative credits assigned to the person.

11. The system of claim 8 wherein the report means comprises means for reporting a cumulative total pending credits assigned to the person.
12. The system of claim 8 wherein the report means comprises means for reporting a cumulative total redeemable credits assigned to the person.
13. The system of claim 1 wherein the assignment means comprises means for assigning the credits to the person based upon the monetary value of the travel-related reservation.
14. The system of claim 1 wherein the assignment means comprises means for identifying on-line whether the person has previously received credits.
15. The system of claim 1 wherein the assignment means comprises means for assigning bonus credits to the person based upon a predetermined activity in conjunction with the travel-related reservation.
16. The system of claim 15 wherein the assignment means comprises means for assigning the bonus credits to the person based upon one or more of the following: a product booked by the person; lodging booked by the person; when the person books the travel-related reservation; when a customer who requested the travel-related reservation uses the travel-related reservation; how the customer pays for the travel-related reservation; how the customer guarantees the travel-related reservation; a class of the customer; or a class of the person.

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17. The system of claim 1 wherein the means for receiving a code comprises means for receiving a character string identifying the person.
18. The system of claim 1 wherein the means for specifying an identification of the person comprises means for linking the code to an identifier for an agency which engages the person.
19. The system of claim 1 wherein the assignment means comprises means for modifying the credits in response to adjustment or cancellation of the travel-related reservation.
20. The system of claim 1 wherein the assignment means comprises means for storing a cumulative number of credits assigned to the person following entry of the travel-related reservation.
21. A computerized method of awarding credits to persons who book travel-related reservations, comprising the steps of:
 - a) receiving information, comprising the steps of:
 - i) receiving electronically a booking format which includes a plurality of fields, one or more of the fields including information identifying a travel-related reservation; and
 - ii) receiving electronically a code identifying a person who entered the travel-related reservation; and
 - b) awarding incentives based on travel-related reservations, comprising the steps of:
 - i) specifying electronically an identification of the person corresponding to the code; and

27. The method of claim 25 wherein the receiving a code step comprises the step of receiving the code from a log-in identifier related to the person.
28. The method of claim 21 wherein the awarding incentives step further comprises the step of reporting the cumulative credits assigned to the person.
29. The method of claim 28 wherein the reporting step comprises the step of reporting on-line the cumulative credits assigned to the person.
30. The method of claim 28 wherein the reporting step comprises the step of reporting in a hard copy format the cumulative credits assigned to the person.
31. The method of claim 28 wherein the reporting step comprises the step of reporting a cumulative total pending credits assigned to the person.
32. The method of claim 28 wherein the reporting step comprises the step of reporting a cumulative total redeemable credits assigned to the person.
33. The method of claim 21 wherein the assigning step comprises the step of assigning the credits to the person based upon the monetary value of the travel-related reservation.
34. The method of claim 21 wherein the assigning step comprises the step of identifying on-line whether the person has previously received credits.
35. The method of claim 21 wherein the assigning step comprises the step of assigning bonus credits to the

person based upon a predetermined activity in conjunction with the travel-related reservation.

36. The method of claim 35 wherein the assigning step comprises the step of assigning the bonus credits to the person based upon one or more of the following: a product booked by the person; lodging booked by the person; when the person books the travel-related reservation; when a customer who requested the travel-related reservation uses the travel-related reservation; how the customer pays for the travel-related reservation; how the customer guarantees the travel-related reservation; a class of the customer; or a class of the person.
37. The method of claim 21 wherein the receiving a code step comprises the step of receiving a character string identifying the person.
38. The method of claim 21 wherein the specifying an identification step comprises the step of linking the code to an identifier for an agency which engages the person.
39. The method of claim 21 wherein the assigning step comprises the step of modifying the credits in response to adjustment or cancellation of the travel-related reservation.
40. The method of claim 21 wherein the assigning step comprises the step of storing a cumulative number of credits assigned to the person following entry of the travel-related reservation.